

Message Text

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ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 TRSE-00 L-03 CIAE-00 INR-10

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 1341

LIMITED OFFICIAL USE MEXICO 3447

E.O. 11652: N/A

TAGS: EIND, MX

SUBJECT: BOURBON-TEQUILA

REF: STATE 77161

1. EMBOFF AGAIN VISITED LARRANAGA TO QUESTION DELAY IN ISSUANCE MEXICAN DECREE RECOGNIZING BOURBON AS A DISTINCT PRODUCT OF THE UNITED STATES AND TO URGE IMMEDIATE FORWARD ACTION. LARRANAGA SHOWED EMBOFF ACTUAL DECREE SIGNED BY UNDER SECRETARY OF INDUSTRY, LIC. GUILLERMO BECKER, AND ASSURED HIM DECREE WOULD BE PUBLISHED IN DIARIO OFICIAL "BEFORE THE END OF THE WEEK". DECREE WILL ENTER INTO FORCE 60 DAYS FROM DATE OF PUBLICATION. REASON FOR DELAY IS GOM DESIRE TO ALLOW MEXICAN WHISKEY PRODUCERS SUFFICIENT TIME TO GET RID OF THEIR STOCKS OF WHISKEY WITH BOURBON LABELS, NOT HEALTH MINISTRY CLEARANCE OF NEW LABELS WHICH WAS OBTAINED TWO MONTHS AGO.

2. BOURBON IMPORTERS/DISTRIBUTORS HAVE FORMALLY REQUESTED TOTAL OF 16,500 CASES ALL BRANDS FOR 1974. TO DATE NO IMPORT LICENSE REQUEST HAS BEEN APPROVED. NEITHER HAS ANY BEEN REJECTED. THIS SITUATION NO DOUBT GIVING RISE TO COMPLAINTS BY IMPORTERS NOTED IN PARA 5 REFTEL. APPROPRIATE OFFICIAL AT SIC (LOPEZ ORTIZ) TOLD EMBOFF THAT HE WOULD APPROVE ALL RPT ALL REQUESTS FOR BOURBON IMPORTS WITHIN NEXT TWO WEEKS. HE REMARKED THAT DELAY DUE

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EXCLUSIVELY TO BUREAUCRATIC PROCESS AND NOT POLICY.

3. COMMENT: WHILE THERE MAY STILL BE A BIT MORE SLIP-PAGE THAN SUGGESTED BY LARRANAGA, GOM APPARENTLY PREPARED TO GO AHEAD WITH PUBLICATION BOURBON DECREE. GOM ALSO APPARENTLY PREPARED TO ISSUE PERMITS FOR FULL AMOUNTS REQUESTED BY BOURBON IMPORTERS. QUANTITY ACTUALLY BEING REQUESTED, HOWEVER, FALLS FAR SHORT OF 40,000 CASES FOR 1974 SUGGESTED BY BOURBON INSTITUTE AND AGREED TO BY GOM. INDEPENDENT EMBASSY SURVEY OF BOURBON IMPORTERS ALSO INDICATED THAT NUMBER OF CASES ACTUALLY IMPORTED WOULD FALL FAR SHORT OF TARGET. MANY IMPORTERS SHOW LITTLE ENTHUSIASM OVER SUBSTANTIALLY INCREASED QUOTA AND OPPORTUNITY IT REPRESENTS FOR ADDED SALES. (SEE MEXICO 9333) EMBASSY DOES NOT ANTICIPATE PROBLEMS BY MEXICAN BOURBON IMPORTERS ON OBTAINING PERMITS. DEPARTMENT SHOULD ADVISE BOURBON IMPORTERS AND PRODUCERS TO CONTACT EMBASSY'S COMMERCIAL ATTACHE SHOULD THEY ENCOUNTER ANY DIFFICULTIES WITH GOM. JOVA

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Message Attributes

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